

PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

09/777,500 :B5

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 5:	A1	(11) International Publication Number: WO 97/12486
H04N 7/16, 7/173		(43) International Publication Date: 3 April 1997 (03.04.97)
(21) International Application Number: PCT/US96/15465		(81) Designated States: AU. BR. CA. IL. JP. KR. MX. European patent (AT. BE. CH. DE. DK. ES. FI. FR. GB. GR. IE. IT. LU. MC. NL. PT. SE).
(22) International Filing Date: 27 September 1996 (27.09.96)		
(30) Priority Data: 60/004,575 29 September 1995 (29.09.95) US		Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>
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(54) Title: MULTIMEDIA ARCHITECTURE FOR INTERACTIVE ADVERTISING

(57) Abstract

An interactive multi-media system having a video server for providing a primary video program interleaved with secondary multimedia programming and a database for storing information about a viewer and the content of the primary video program. The secondary multimedia programming has a varying content determined by the data contained in the database, and as such, can be changed based upon an individual viewer's demographics in conjunction with the subject matter being displayed by the primary video program. Preferably, the system is accessed via the Internet, wherein the subscriber's house is connected to an Internet head end or node via a cable modem.

